

What is Reality and Does it Matter Anymore?

Phil Bard

at the Portland Art Museum

Wednesday March 17 at Noon, in the Miller Room



Phil Bard

PORTLAND, Ore. —Noted landscape photographer and master printer **Phil Bard** will be giving a public talk about the broader possibilities available to an artist in our digital era, with tools like Photoshop, and the expanded choices a photographer can make regarding editing and manipulating the final image.

The photographic world has undergone tremendous change with the advent of digital. With expanded editing capabilities offered by Photoshop, almost anything is possible. Some of us choose to shoot and print in the same way we always have, while others have used the new technologies to move to a different level, to the creative freedom painters and illustrators have long enjoyed. The way we view a photograph is also changing. Do we care how it was made? Does it matter? Has photography suffered? This lecture takes a closer look at these and other controversial issues.

—Phil Bard

Phil Bard's public talk is part of the **Photography Council's** monthly "**Brown Bag Series**", a series of informal presentations by Northwest photography luminaries, the **3rd Wednesday of every month from Noon – 1 p.m.** in the Miller Room at the Portland Art Museum.

This presentation is sponsored by the Portland Art Museum's Photography Council.

Lecture by: Phil Bard, fine art photographer and master printer
Date and Time: Wednesday March 17, Noon – 1 p.m.
Location: Miller Room in the Mark Building
Portland Art Museum, 1219 SW Park Avenue, Portland, OR 97205
portlandartmuseum.org / 503 226 2811
Cost: Free to the public. (Attendees are welcome to bring their lunch.)

About Phil Bard

Phil Bard has been producing photographs for over 40 years. He works with large format cameras and film and outputs his prints digitally. For 15 years he ran a commercial studio, performing assignments for corporate clients and various magazine organizations. He is currently the owner of Cirrus Digital Imaging in Portland, Oregon, which supplies quality scanning and digital printing to a wide range of artists. Phil Bard's photographs are represented by Augen Gallery in Portland.

About the Photography Council

The Portland Art Museum Photography Council offers members behind-the-scenes access to collections, exhibitions, and curators. The council sponsors annual acquisitions for the Museum's photography collection and brings renowned international photographers and historians to Portland for public and private events. Since its founding in 2001, the council has sponsored programs by David Byrne, Bruce Davidson, Elliott Erwitt, Abelardo Morell, Jerry Ueslmann, and many more. Dues to join the Photography Council are \$100 for Members, \$200 for Contributor Members, and \$500 for the Advocate Member level.

About the Portland Art Museum

The seventh oldest museum in the United States and the oldest on the West Coast, the Portland Art Museum is internationally recognized for its permanent collection and ambitious special exhibitions drawn from the Museum's holdings and the world's finest public and private collections. The Museum's collection of 42,000 objects, displayed in 112,000 square feet of galleries, reflects the history of art from ancient times to today. The collection is distinguished for its holdings of arts of the native peoples of North America, English silver, and the graphic arts. An active collecting institution, dedicated to preserving great art for the enrichment of future generations, the Museum devotes 90 percent of its galleries to its permanent collection. The Museum's campus of landmark buildings, a cornerstone of Portland's cultural district, includes the Jubitz Center for Modern and Contemporary Art, the Gilkey Center for Graphic Arts, the Schnitzer Center for Northwest Art, the Northwest Film Center, and the Confederated Tribes of Grand Ronde Center for Native American Art. With a membership of more than 22,000 households and serving more than 350,000 visitors annually, the Museum is a premier venue for education in the visual arts. For information on exhibitions and programs, call 503.226.2811 or visit portlandartmuseum.org.

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Editor's Note: For high resolution images please contact Jim Leisy at jimleisy@fbeedle.com or 503.708.3387.